

Our Founding Principles:

- Serve customers according to their needs
- Produce the most efficient and long-lasting motors
- Commit to new technology and research
- Expand and diversify into new markets



Since 1913, Marathon Electric has developed a reputation for conservative motor designs and highly engineered products used in a vast array of commercial and industrial applications around the world.

Our inverter duty motors are the motor of choice for the leading AC drive manufacturers around the globe. The microMax®, BlueMAX® and BlackMAX® motors control pumps, drive fans and blowers, run conveyors and are used in thousands of mission critical applications where reliability and performance are the driving criteria.

Marathon Electric has built on our legacy of innovation by combining magnetics and motors into a single leading technology. Our use of Magnology™ has led to the motor industry's first axial and radial flux motors used in pumping applications.

The imPulse®, imPower® and SyMAX™ permanent magnetic AC motor families offer unique solutions for today's demanding applications. Their unparalleled power densities, unprecedented performance and unmatched efficiencies are another industry first.

INNOVATION. CHANGE. TRANSFORMATION...

A History of industry firsts!

- 1913 Marathon company founded
- 1914 Founders design the 1/4 HP washing machine motor
- 1918 Austin Kimble designs a wide variety of fans along with a product called *a drive of a million speeds*
- 1922 Fractional motors and fans are trademarked as "Marathon OK"
- 1924 Commercial grinder and buffer called the *Demonstrator* introduced
- 1940 Construction of Marathon's current plant and national headquarters
- 1960 1/20 HP through 3500 HP motors introduced
- 1962 Direct Drive PSC motors introduced
- 1971 Company's Avtek division designs and manufactures variable voltage and frequency drive controls
- 1980 Blue Chip® standard efficient motor line introduced
- 1982 Blue Chip® XRI® ultra high efficiency motor line introduced
- 1983 Four-In-One motor – one stock motor capable of replacing four motors introduced
- 1984 Patented Voltage Change Device (VCD) revolutionary design for voltage change
- 1991 Marathon "fracket", a one-of-a-kind patented design for encoder and brake mounts
- 1991 BlueMAX®, the first line of inverter duty motors, introduced
- 1996 BlackMAX® Vector Duty motors introduced
- 1997 MAX GUARD® insulation system introduced, exceeding requirements of NEMA MG1, Part 31
- 1998 Marathon becomes only motor company to claim unlimited lead length between motor and drive
- 2000 Blue Chip® Severe Duty Explosion Proof motor named *Plant Engineering* magazine product finalist
- 2001 microMAX® motor awarded "Product of the Year" by *Plant Engineering* magazine
- 2002 First true world class motor, IEC Globetrotter® introduced
- 2003 Marathon Electric celebrates 90 years in business
- 2005 Introduces 6800 frame, expanding capability to 1250 HP
- 2009 imPulse® BLDC ECM motor introduced
- 2010 imPower® axial flux PMAC motor introduced
- 2010 SyMAX™ 48 radial flux PMAC motor introduced

SB750/SP/1000/02-11/MAH



marathon
electric

THE NEXT GENERATION OF POWER

